



**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** expects its participants to strive to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that customers can expect to find when they work with or visit the offices of this organization.

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## Virginia Green Partner Profile:



# Blue Ridge Eco Shop

Charlottesville, Virginia

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Blue Ridge Eco Shop is located in Charlottesville and on the web. At the store or on the web you will find environmentally friendly products including organic linens and bedding, organic clothing, sustainable furniture, composters, light bulbs, recycled jewelry, conservation products and information and much more. Blue Ridge Eco Shop is working to reduce its impact on the environment and encourages its customers to do the same.

### CORE ACTIVITIES for Partner Organizations

- 🌱 Support Virginia Green
- 🌱 Green Meetings and Conferences
- 🌱 Recycling
- 🌱 Water Efficiency
- 🌱 Energy Conservation

### DETAILS:

- Encouraging clients who are in the tourism industry to join Virginia Green
- Striving to design projects that minimize overall environmental impacts
- Carrying and promoting environmentally-friendly products and providing services that minimize the use of harmful chemicals and materials
- Establishing a travel/conference policy that encourages employees to stay in and do business with Virginia Green and similarly-minded facilities
- Sending out an email or mailer to members about Virginia Green
- Including a Virginia Green feature to the newsletter or other publication
- Displaying the Virginia Green certificate prominently and using window decals
- Using the Virginia Green logo on signage signaling recycling and other "green" practices
- Highlighting your involvement in Virginia Green on your website and including a link to your Virginia Green facility profile
- Minimizing copying and making two-sided copies
- Eliminating the use of Styrofoam cups and plates and using reusable mugs and plates instead

- Using silverware instead of plastic utensils
- Using non-bleached napkins
- Serving water in pitchers and glassware instead of in bottles
- Avoiding boxed lunches
- Recycling glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries and paint
- Purchasing recycled-content paper towels and toilet paper
- Encouraging suppliers to minimize packaging and other waste materials
- Purchasing from vendors and service providers with a commitment to the environment
- Copying and printing on both sides
- Using electronic correspondence and forms
- Purchasing recycled content paper
- Using “green” cleaners dispensed in bulk
- Purchasing durable equipment and furniture
- Purchase low-VOC carpets and fabrics
- Using reused building materials or those from sustainable sources
- Using latex paint and soy milk paint
- Proper recycling or disposal of thinners and solvents
- Preventative maintenance on all appliances, HVAC systems, plumbing and vehicles
- Effective labeling system and last in/first out inventory
- Using least toxic materials
- No pesticide or herbicide use, use integrated pest management
- Tracking overall water usage and wastewater
- Preventative maintenance of drips and leaks
- Metering water flow to discover drips and leaks
- Using dry clean-up methods first over water based methods
- Low flow toilets and restrictors on faucets and showerheads
- Effective storm water management plan
- Tracking overall energy bills and set a numeric goal to reduce
- Installing high efficiency compact fluorescent bulbs in rooms and spotlights and high efficiency fluorescent ballasts and lamps
- Individual thermostats in each room
- Using natural lighting as much as possible
- Purchasing EnergyStar computers and appliances
- Providing products that are eco-friendly for neighbors and landlords to use in common areas

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For more information on **Blue Ridge Eco Shop**, see  
[www.blueridgeecoshop.com](http://www.blueridgeecoshop.com).

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen).



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